



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Business Administration Programme
Second Semester 2021/2022 Examination

Level	: 300
Course Title	: Management of SMEs
Course Code	: BUS 310
Credit	: 3
Instruction	: Answer any Four Questions
Time Allowed	: 2 Hours
Date	: Friday 15 th of July, 2022

1. a. Describe small enterprises and medium enterprise in the Nigerian context bearing in mind, the number of employees, total asset and annual turnover. **(15 Marks)**
b. What makes small enterprises different from medium enterprises? **(2.5 Marks)**
2. a. Explain Three critical reasons why SMEs suffer financial gap **(7.5 Marks)**
b. Discuss five potential sources of finance for SMEs. **(10 Marks)**
3. a. Enumerate five socio-economic contributions of SMEs in Nigeria **(2.5 Marks)**
b. Explain the five socio-economic contributions of SMEs enumerated in 'a' above **(15 Marks)**
4. a. Why do SMEs need to market their products? **(2.5 Marks)**
b. Explain five various ways by which SMEs can practically market their products **(15 Marks)**
5. a. SMEs must possess certain characteristics make them to succeed in business. Identify five of such success characteristics **(2.5 Marks)**
b. Describe the five success characteristics identified in 'a' above. **(15 Marks)**
6. a. Business activities of SMEs cut across various sectors of the economy. Identify five sectors with active SMEs participation. **(2.5 Marks)**
b. Discuss the SMEs business activities in the five sectors identified in "a" above **(15 Marks)**